

Checklist of Challenges

Your job is to help others reach their goals; ours is to help you achieve yours... by showing you how to blend strategies, tactics and technology to save time, make money and create sustainable competitive advantages.

Financial service professionals face an array of business-building issues. To determine where YOU should focus to take your business to the next level, identify and prioritize improvement areas (as well as existing strengths you can leverage) using the checklist below. Follow these steps:

1. Mark items you do well “Strong Point” and those that need improving “Needs Work.”
2. Check the “High Priority” box next to the most important “Needs Work” areas
3. Number your top seven “High Priority” items 1 to 7 in the right-hand margin.

AREA	STRONG POINT	NEEDS WORK	HIGH PRIORITY
Strategic Planning			
1. Clarifying the vision for the business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Setting goals consistent with the vision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Making time to strategize and plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Defining a target market/niche	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Brainstorming business improvement opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Incorporating a web site into my business strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Differentiating myself clearly from competitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Writing and implementing a marketing plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Researching			
9. Tracking news stories on key clients and prospects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Developing expertise about target market(s)/niche(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Identifying centers of influence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Gathering intelligence on competitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing and Selling			
13. Maintaining a steady flow of new business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Developing a standardized sales approach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Raising visibility in my target market(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Assessing new markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Networking with centers of influence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. Generating leads online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. Automating direct mail marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. Building a library of reusable marketing materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. Self-publishing high-quality materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. Marketing electronically	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

AREA	STRONG POINT	NEEDS WORK	HIGH PRIORITY
<u>Communicating</u>			
23. Establishing/enhancing a contact management database	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24. Customizing letters and proposals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25. Staying in regular touch with important contacts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26. Developing relevant newsletter content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27. Communicating with large groups by email	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28. Responding automatically to client/prospect inquiries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29. Surveying clients/customers/prospects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30. Sharing paperless documents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31. Complying with electronic communication guidelines/regulations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Servicing Clients</u>			
32. Delivering value-added support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
33. Gathering more assets from existing accounts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
34. Tailoring services for top echelon clients	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35. Pruning my existing book of business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36. Crafting a relationship management strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
37. Obtaining introductions to qualified prospects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
38. Servicing long-distance clients	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
39. Organizing/conducting client appreciation events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Presenting</u>			
40. Developing compelling presentation content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
41. Presenting effectively with PowerPoint	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
42. Designing an interactive electronic brochure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
43. Conferencing and making presentations online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
44. Running productive seminars/sales meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
45. Systemizing meeting/presentation follow-up	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Working with the Web</u>			
46. Creating a web presence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
47. Making the most of my existing web site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
48. Finding what I need on the Web	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
49. Managing information I find online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
50. Accessing the Web at high speed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
51. Personalizing Web content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
52. Subscribing electronically to useful web sites/industry resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
53. Getting my clients to use email and the Internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
54. Avoiding junk email (spam)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
55. Eliminating email overload (message filtering and management)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
56. Helping clients get what they need from the Web	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

AREA	STRONG POINT	NEEDS WORK	HIGH PRIORITY
<u>Taming Technology</u>			
57. Overcoming fear/reluctance/ignorance of technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
58. Training on technology I/we already own	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
59. Tweaking software to do what I need it to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
60. Assembling a toolkit of essential software	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
61. Integrating useful new hardware, software and web tools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
62. Deciding when to upgrade technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
63. Locating PC support/learning resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
64. Protecting my PC from viruses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
65. Backing up data to avoid loss	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Productivity</u>			
66. Standardizing office procedures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
67. Documenting essential processes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
68. Working effectively on the road	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
69. Eliminating unnecessary activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
70. Automating repetitive tasks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Team Building and Effectiveness</u>			
71. Recruiting/hiring team members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
72. Delegating work to others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
73. Setting clear expectations / providing clear direction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
74. Implementing continuous improvement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
75. Managing projects to completion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
76. Employing office interns successfully	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
77. Outsourcing support using virtual teams	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you have concerns you'd like to address not included in the list above? Describe them below.

We invite you to schedule a complimentary telephone consultation with Kip Gregory to explore how The Gregory Group can assist you in improving results in the areas you've identified. Please fill in the information below and fax your completed checklist to us at 202.364.8975.

Name:

Phone:

Firm:

Best day/time to call: